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Information display system for shelving in shops to display information  
about products for sale

Patent Assignee: IMPULSE IN-STORE MARKETING SERVICES PTY (IMPU-N)

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Abstract (Basic): AU 9923674 A

NOVELTY - The system (81) has a mounting part for mounting the information display system on the same mounting structure holding the price label such as a label track (131) and a display window (92). An extension part extends away from the mounting part and thereby the mounting structure when the information display system is mounted on it. The mounting part includes a tongue (91) for insertion into a tongue receiving shaped formation of a label track, and the extension part allows display of extra information adjacent the price label (93) when mounted on the label track and viewable through the display window.

DETAILED DESCRIPTION - An INDEPENDENT CLAIM is provided for a system of displaying information about a number of products having similar products characteristics.

USE - For providing information such as characteristics product information or retail information adjacent a price label on a shelf front.

ADVANTAGE - Can provide product or promotional information adjacent a price label. Is able to be easily mounted onto the same label track that holds the price label and allows rapid mounting and removal of the display labels for any selected products and does not require the addition of any other mounting part.

DESCRIPTION OF DRAWING(S) - The drawing shows a front view of an information display system

Information display system (81)

Tongue (91)

Display window (92)